What is claimed is:

1. A web-fed flexographic printing method comprising the steps of:

(A) providing a holographic sheet on a first roller, the holographic sheet comprising a hologram, the holographic sheet further comprising an eye-mark, the eye-mark being located at a fixed location with reference to the hologram;

(B) providing a cardstock substrate on a second roller;

(C) feeding the holographic sheet and the cardstock substrate through a web-fed flexographic printer, the step of feeding the holographic sheet and the substrate comprising the steps of:

(C1) applying an adhesive to the cardstock substrate using an adhesive roller;

(C2) marrying the holographic sheet and the cardstock substrate using the adhesive applied to the cardstock substrate, the marrying of the holographic sheet and the cardstock substrate resulting in a married web;

(C3) detecting the eye-mark;

(C4) generating a feedback signal in response to detecting the eye-mark;

(C5) conveying the feedback signal to a controller, the controller being coupled to a motor, the controller being configured to control a rate of the motor in response to the feedback signal;

(C6) determining whether to adjust the rate of the motor in response to the feedback signal;

(C7) adjusting the rate of the motor in response to determining that the rate of the motor is to be adjusted;

(C8) overprinting ultra-violet (UV) ink onto the holographic sheet, the UV ink being overprinted at a registered location, the registered location being a location that is fixed with reference to the eye-mark;

(C9) curing the UV ink at a UV drying station;

(C10) die cutting the married web at a rotary die.

2. The method of claim 1, further comprising the step of:

printing a serial number on the married web prior to die cutting the married web; and

wherein the step of die cutting the married web comprises the step of generating an identification tag having the printed serial number.

3. A printing method comprising the steps of:

providing a web for a web-fed flexographic printing process, the web having a micro-optic structure and an eye-mark, the micro-optic structure being located at a predefined position on the web, the eye-mark being located at a fixed position on the web with reference to the predefined position of the micro-optic structure;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web, the layer being printed using the web-fed flexographic printing process.

4. The method of claim 3, wherein the step of providing the web comprises the step of providing a holographic sheet having a hologram, the hologram being located at a predefined position on the holographic sheet.

5. The method of claim 4, wherein the step of providing the holographic sheet comprises the step of embedding a security feature in the web.

6. The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of embedding a three-dimensional stereogram into the hologram.

7. The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of embedding a marking in the holographic sheet, the marking being configured to project a predefined image in response to the marking being irradiated by a laser.

8. The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of embedding a holographic image in the holographic sheet, the holographic image being configured to alter its visual appearance when viewed at different angles.

9. The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of providing a microprint of a predefined pattern in the holographic sheet.

10. The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of providing a nanoprint of a predefined pattern in the holographic sheet.

11. The method of claim 5, wherein the step of embedding a security feature in the web comprises the step of printing a unique serial number on the web.

12. The method of claim 11, further comprising the step of die cutting the web to generate an identification tag having the unique serial number.

13. The method of claim 3, wherein the step of determining the feed rate comprises the steps of:

detecting the eye-mark;

generating a feedback signal in response to detecting the eye-mark;

determining whether to adjust the feed rate; and

adjusting the feed rate in response to determining that the feed rate is to be adjusted, otherwise maintaining the feed rate.

14. The method of claim 13, wherein the step of adjusting the feed rate comprises the step of altering a speed of a feed motor.

15. The method of claim 3, wherein the step of overprinting the layer comprises the step of:

overprinting the layer at a registered location on the web, the registered location being a fixed position with reference to the location of the eye-mark.

16. The method of claim 3, further comprising the step of die cutting the web.

17. The method of claim 16, wherein the step of die cutting the web comprises the step of generating identification tags.

18. In a web-fed flexographic printing process, a method comprising the steps of:

placing a micro-optic structure at a predefined position on a web;

placing an eye-mark on the web, the eye-mark being located at a fixed position on the web with reference to the predefined position of the micro-optic structure;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web.

19. An identification tag produced by a process comprising the steps of:

providing a web for a web-fed flexographic printing process, the web having a micro-optic structure and an eye-mark, the micro-optic structure being located at a predefined position on the web, the eye-mark being located at a fixed position on the web with reference to the predefined position of the micro-optic structure;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web, the layer being printed using the web-fed flexographic printing process.

20. A tag for identifying merchandise, the tag comprising:

a holographic sheet defining a substantially planar surface, the holographic sheet having a hologram, the hologram being located at a predefined location in the holographic sheet;

means for impeding unauthorized duplication of the tag, the means for impeding being coupled to the holographic sheet; and

a layer overprinted at a registered location on the substantially planar surface of the holographic sheet, the registered location being a location that is horizontally fixed in the plane of the holographic sheet, the registered location further being a location that is vertically fixed in the plane of the holographic sheet, the registered location further being a location that is fixed with reference to the location of the hologram.

21. An identification device comprising:

a structure defining the identification device, the structure having a micro-optic image; and

a layer overprinted onto the surface of the structure.

22. The identification device of claim 21, wherein the structure is a substantially-planar structure.

23. The identification device of claim 22, wherein the layer is overprinted at a registered location, the registered location being a location that is horizontally fixed in the plane of the substantially-planar structure, the registered location further being a location that is vertically fixed in the plane of the substantially-planar structure, the registered location further being a location that is fixed with reference to the location of the micro-optic image.

24. The identification device of claim 22, wherein the substantially-planar structure comprises a flexible cardstock material.

25. The identification device of claim 22, wherein the micro-optic image is a hologram.

26. The identification device of claim 25, further comprising means for impeding unauthorized duplication of the identification device.

27. The identification device of claim 25, further comprising a security feature adapted to impede unauthorized duplication of the identification device.

28. The identification device of claim 27, wherein the security feature comprises a three-dimensional stereogram.

29. The identification device of claim 27, wherein the security feature comprises a marking, the marking being configured to project a predefined image in response to the marking being irradiated by a laser.

30. The identification device of claim 27, wherein the security feature comprises an image configured to alter its visual appearance when viewed at different angles.

31. The identification device of claim 27, wherein the security feature comprises a microprint of a predefined pattern.

32. The identification device of claim 31, wherein the predefined pattern is text.

33. The identification device of claim 27, wherein the security feature comprises a nanoprint of a predefined pattern.

34. The identification device of claim 27, wherein the security feature comprises a unique serial number.

35. The identification device of claim 22, wherein the layer is substantially opaque.

36. The identification device of claim 22, wherein the layer is patterned on the substantially-planar structure.

37. The identification device of claim 36, wherein the patterned layer comprises an opening, the opening being located at a location corresponding to the micro-optic image.

38. The identification device of claim 37, wherein the micro-optic image has a predefined shape, and the opening has a shape that substantially corresponds to the predefined shape of the micro-optic image.

39. The identification device of claim 22, wherein the substantially-planar structure is a non-rectangular geometric shape.